



# **Report to the City of Columbus:**

## **2002 Citizen Satisfaction Survey**



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An important trend in the management of complex organizations is to increasingly rely on systematic, representative data to help gauge the effectiveness of various policy initiatives and assess how various organizational goals are being met. Years ago it may have been a common practice to make decisions based on impressionistic evidence or intuition, but in today's world it is increasingly common to see important decisions based on systematic data. This is a very healthy trend because it creates a rational environment for decision-makers and suggests that important decisions will be made in an informed manner. Everyone in the community benefits from sound decision-making.

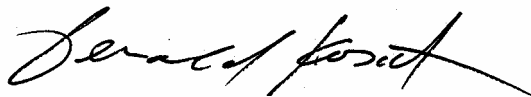
The City of Columbus has a long and important tradition of studying citizen satisfaction with basic city services through scientific surveys. The feedback that officials receive from these data about their performance in delivering basic city services is critical in highlighting things that need improvement as well as developing evidence to show that many things are being done as they should be.

The 2002 Columbus Citizen Satisfaction Survey represents a bold philosophical and technical advance over previous efforts. In 2002 the city requested that the data be analyzed by 12 neighborhood service districts. The Center for Survey Research at Ohio State University responded to this difficult research challenge because the project was interesting and complex. Another motivation was that the project would be an opportunity to combine survey research tools and geographic information systems that are too rarely used together.

As the lead agency in this effort, we formed a partnership with the OSU Center for Urban and Regional Analysis and its director, Dr. Edward Malecki, a very prominent urban geographer. We also brought into the project Dr. Trevor Brown, a professor in the OSU School of Public Policy and Management, whose research specialization focuses on the delivery of municipal services. The report in your hands is the culmination of this partnership.

In our democratic system of government, citizens typically have their voices heard through voting. Voting is the foundation of our democratic system of governance and a fundamental right of citizens, but it is not precise with respect to expressing citizen preferences on various public policy initiatives. Careful scientific surveys can help policy makers and administrators understand how citizens are experiencing the city's efforts to provide a variety of services. This gives important historical benchmarks against which present and future efforts can be judged. The city has shown years of steady progress in increasing satisfaction with basic services. We are pleased to help document this progress, particularly here in our hometown, since we all have a stake in the quality of municipal services.

Regards,



Gerald Kosicki, Ph.D.  
Director

## Contributing Organizations



### Center for Survey Research, The Ohio State University

The Center for Survey Research is a full-service survey research organization that conducts academic and public policy survey research for various governmental agencies, faculty at OSU and other institutions, OSU administration and agencies, as well as market research for private sector companies. Visit [www.csr.ohio-state.edu](http://www.csr.ohio-state.edu) or call (614) 292-6672.



### Center for Urban and Regional Analysis (CURA), The Ohio State University

The primary mission of this Center is to conduct research on urban and regional issues, contributing expertise to analysis at the city, state, regional, national, and international scales. CURA aims to provide a cohesive urban and regional policy presence for The Ohio State University. For more information, see <http://cura.osu.edu> or contact CURA at 614-688-5439.



### School of Public Policy and Management, The Ohio State University

The School's mission is to create a dynamic interdisciplinary environment that enhances excellence in research, teaching, and service and furthers the public interest. The School creates and disseminates knowledge that offers insights into public values and policy challenges, anticipates and frames public discourse, and develops creative, informed, and effective responses.



## Contributing Individuals

### Research Design Consultant and Primary Report Author

**Trevor L. Brown** is an Assistant Professor Assistant Professor at the School of Public Policy and Management at The Ohio State University. He received a joint Ph.D. in Public Policy and Political Science from the School of Public and Environmental Affairs and Department of Political Science at Indiana University. His research specializations are performance management and measurement, public service delivery, intergovernmental relations, and urban management.

### Project Manager

**Lewis R. Horner** is a Research Associate with the Center for Survey Research. He has an M.A. in journalism from Ohio State and is a Ph.D. candidate in mass communications and political psychology at the University of Minnesota. Before coming to the CSR, he was a graduate research associate at the University of Minnesota Center for Survey Research and was a polling consultant for the Minneapolis Star Tribune. At the CSR, Mr. Horner is a project manager on individual projects, and produces RDD samples for Ohio projects and maintains the sample database.

### Data Analysis and Mapping Consultant

**Edward J. Malecki** is Professor of Geography and Director of the Center for Urban and Regional Analysis at The Ohio State University. His specializations are in economic development, technology, telecommunications, and entrepreneurship. He is on the editorial boards of several journals and is Associate Editor of *Entrepreneurship and Regional Development*.

### GIS Mapping Analyst

**Luksamee Jeawetchasil** has a B.S. in Geology from the Chulalongkorn University in Bangkok, Thailand, and an M.A. in Geography from The Ohio State University (1997). She is currently a Ph.D. student in Geography at Ohio State, specializing in geographic information science (GIS), and a Graduate Research Associate in the Center for Urban and Regional Analysis (CURA).